

SEVIER COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
DEMOGRAPHIC					
Population	20,818	20,971	n/a	-	
Total Non-Ag Employment	7,384	7,890	n/a	-	
Non-Ag Avg Monthly Wage	\$2,501	\$2,526	n/a	-	
Per Capita Income	\$26,015	\$26,716	n/a	-	
Unemployment Rate*	8.5%	7.4%	n/a	-	
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$37,059,273	\$38,452,577	\$41,453,098	7.8%	
Travel & Tourism Related Employment	697	694	723	4.2%	
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$1,938,225	\$2,027,994	\$2,178,400	7.4%	
Transient Room Tax	\$273,736	\$359,913	\$409,278	13.7%	
Restaurant Tax	\$189,930	\$196,521	\$210,624	7.2%	
Car Rental Tax	\$16,311	\$19,474	\$20,033	2.9%	
Retail Sales					
Gross Taxable Retail Sales	\$298,912,674	\$313,825,872	\$320,663,017	2.2%	
REGIONAL VISITATION COUNTS					
Capitol Reef N.P.	662,659	668,833	673,345	0.7%	
Palisade S.P.	141,458	167,869	195,596	16.5%	
Yuba S.P.	225,213	140,965	237,708	68.6%	
Fremont Indian S.P.	78,055	101,993	113,892	11.7%	
Otter Creek S.P.	57,786	57,942	51,875	-10.5%	
Millsite S.P.	34,782	40,487	40,959	1.2%	
Territorial Statehouse S.P.	8,817	22,564	29,079	28.9%	
Piute S.P.	18,294	17,531	16,739	-4.5%	

* Several Counties have identical Unemployment Rates

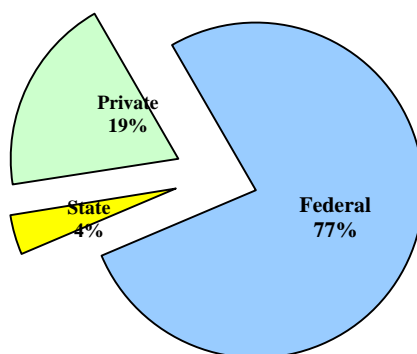
** GOPB methodology change for 2010 calculations

Land Ownership - 2012	% Total
Total Acres in County	100.0%
Federal Government	77.0%
BLM	16.8%
US Forest Service	59.8%
National Park Service	0.4%
National Wildlife Service	--
Other •	--
State Government	3.8%
Utah State Parks & Recreation	0.1%
Utah State Wildlife Reserves	0.3%
State Trust Lands	3.5%
Other ••	--
American Indian	0.1%
Private*	19.1%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

Land Ownership - 2012



Sevier County Tourism Profile

